When researching anything, it is always best to put your opinion aside. Your goal while doing any research is to have as much data as possible to prove the point of the subject, the reasons for this are that you are trying to prove that what you are looking for is complete truth and that if anyone else was to try to rebuttal your research they would come to the same conclusion. If you were to start using your emotions and thoughts the subject being researched would easily be torn apart. That is the reason that you always let the research regardless of the results tell you the story. The best example of this would be a police investigation, they may know someone is guilty, but they collect the evidence to show without doubt the person or persons are guilty.

The first ad that I have chosen what “A Climate Change Promise from Apple” The ad is basically Apple talking to a baby making a promise to be carbon neutral by his 10th birthday, which is kind of biased to me, telling a little infant something it has no idea what you’re talking about, nor will it remember. The company could have made it better by it telling a large audience and giving more examples of what it was going to be changing so that people knew what to expect.

A Climate change promise from Apple

https://www.youtube.com/watch?v=ANOgCY6NlGs

The second ad that was chosen was “Burger Kings Reduce Methane Whoppers” the ad itself was entertaining, kind of feeling worried about a new food that stops the methane farting, and how much testing was done to show it will not affect the meat quality. Why are they only focusing on methane from cows when they have other ways to improve, for instance, all the carbon released from cars in the slow drive-thrus?

Reduce Methane Whoppers

https://www.adsoftheworld.com/campaigns/reduced-methane-whoppers

The third ad is “Stronger Together” This ad is more about gay pride and its corporate sponsor. The say stands together which has been the gay pride motto I believe if everyone followed it this world would be a better place as it has worked well for the member of the gay community.

Stronger Together

https://www.adsoftheworld.com/campaigns/stronger-together

The fourth ad is “United we Stand” A group of actors talking about standing united. This is an ad supporting LGBTQ members of color. I would think that they would support all LGBTQ members, as the movement is growing.

United We Stand

https://www.adsoftheworld.com/campaigns/united-we-stand